Indigo Education Company

Indigo Overview Deck Winter 2020

AI-enabled solutions to build student success through human connection.

2-Minute Company Overview: https://vimeo.com/387543557

Problem

"What job will make me happy *and* pay the bills?"

Value Proposition
Exponential, Bleeding Edge Impact

	Incremental	Transformational	Exponential
Bleeding Edge			One-to-One Personalized AI Instruction — Indigo
Early Adopters		Learning Analytics — PANORAMA EDUCATION	
Main-stream	eBooks — Chegg®		

Adapted from Constellation Research's Future of Work AstroChart™
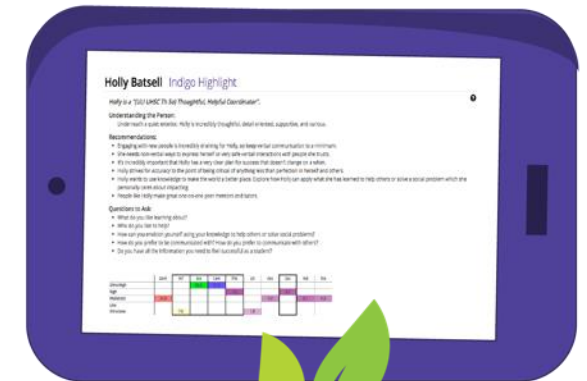
Integrated Product Suite
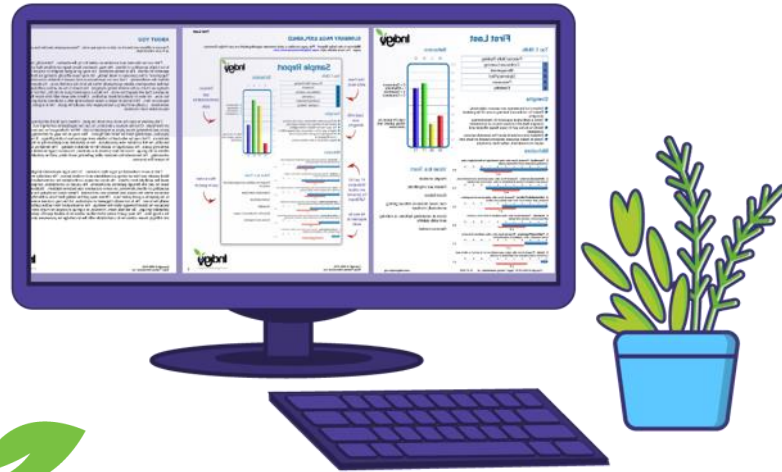
IndigoInsights
Assessments

IndigoDiscover
Educator Platform

IndigoActivate
Online Courses

Indigo Pathway
Career Transition App

IndigoDiscover
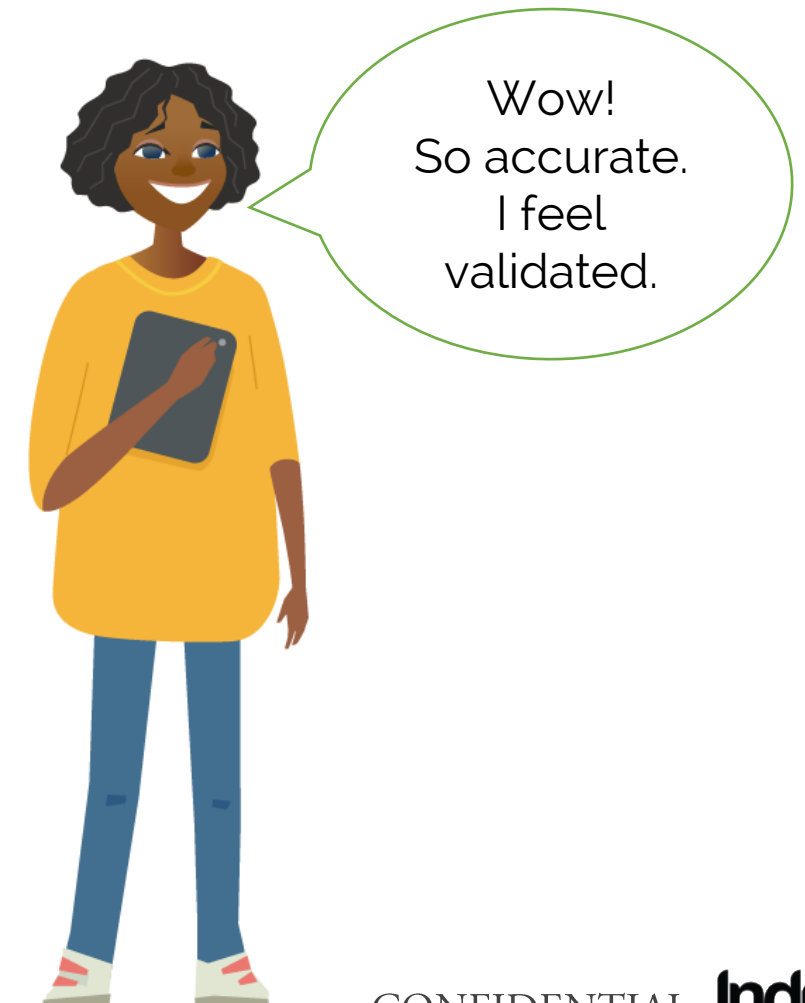
AI Educator Platform with deep answers at the touch of a button

Saves me so much time knowing students!

How it works

- Assessment data made actionable.

- ID at-risk students and personalize interventions.

- Generate teams automatically.

Ask for a demo!

Some of our Customers & Partners

100k assessments taken.

17 states.

5k educators trained.

4 countries.

200+ secondary schools.

20+ universities.

Leadership Team

Sheri Smith, MA
Founder
& CEO

Sueann Casey
Chief Customer Service
Officer

Richard Michalka
Chief Technology
Officer

Dr. Judy Carr
Chief Curriculum
Officer

Dr. John Bennett
Chief Innovation
Officer

Board

Jaime Casap
*Google's Chief
Education Evangelist.*

Dr Ron Bonnstetter
*Senior VP of R&D, TTI, Award
winning professor, 50+ years
experience.*

Chris Buja, MBA
*Co-Founder, Summit Schools
former Cisco executive.*

Indigo

Contact

Visit: www.indigoeducationcompany.com

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Call: 970-471-4510

Appendix

Core Values: Self-Awareness, Empathy, and Freedom

SELF-AWARENESS, "KNOW YOURSELF"

Self-awareness is the foundation of all true knowledge. Indigo is first about knowing who you are, and striving to become the best version of yourself, while practicing empathy and appreciation of diversity and others.

EMPATHY, "KNOW YOUR TEAM"

Cultivating the practice of empathy and deep connection with others is a core practice of Indigo. The Indigo Assessment and workshops are designed to be the first step in understating different types of people and learning to have empathy for their stories and perspectives.

FREEDOM, "KNOW YOUR POSSIBILITIES"

Freedom is having the tools and support necessary to pursue life, liberty, and happiness. The purpose of education is to provide meaningful opportunities for people to achieve their best life.

Indigo

Indigo Impact Initiative (I3): 501c3 Non-Profit Arm

✓ I3 specializes in working with high-need communities in rural and urban settings to leverage commuinty strengths for economic development, entrepreneurship, and empathy.

✓ Our work has focused on the Navajo Reservation in Utah, the Mississippi Delta, and rural communities in Colorado in partnership with the Generation Schools Network.

✓ Partners include Goodwill, Lobaki, Colaberry, San Juan Foundation, and more.

✓ Indigo supports I3 and ensures Indigo is available for all!

Indigo
IMPACT INITIATIVE

Sample Data Analysis from a University Program

UTILITARIAN
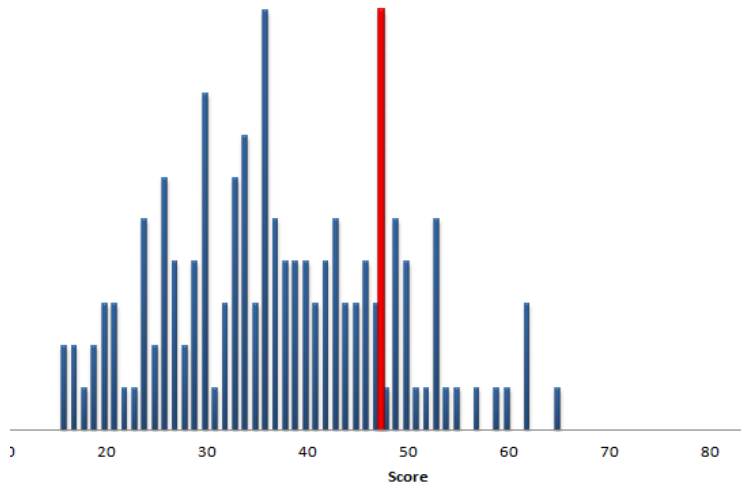
AESTHETIC

These two distribution graphs indicate that key characteristics of students in this program are 1) well below average desire for ROI and 2) well above average desire to create beauty and harmony in the world. The US adult population mean is in red.
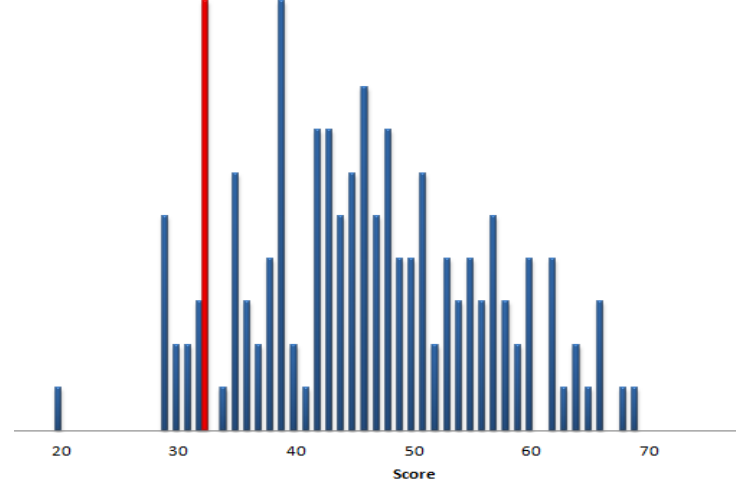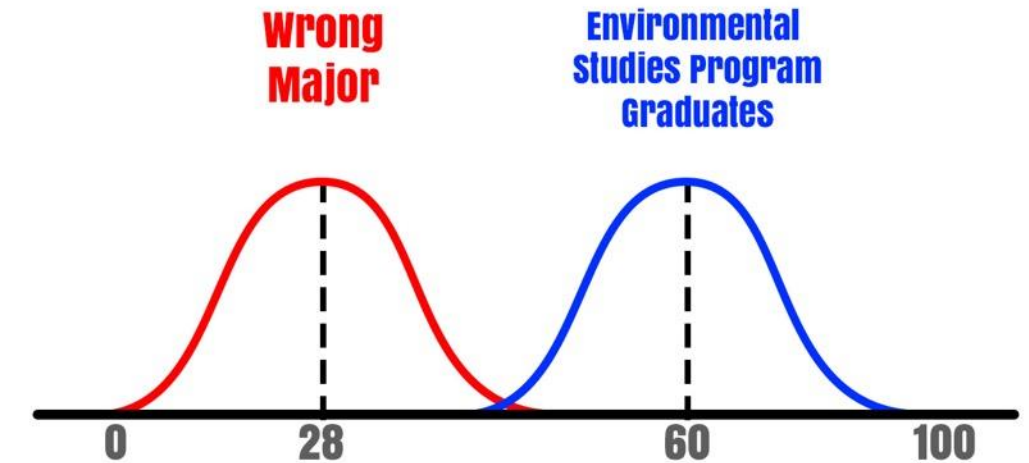

COMPLIANCE SCORE DISTRIBUTIONS

Wrong Major

Environmental Studies Program Graduates

0   28   60   100

Successful graduates of the program have Higher C scores on average (C=60), while those who dropped or changed majors have Lower C scores on average (C=28).

PROGRAM GRADUATES SOCIAL SCORES

went on to non-profit jobs

went on to corporate/ for profit jobs
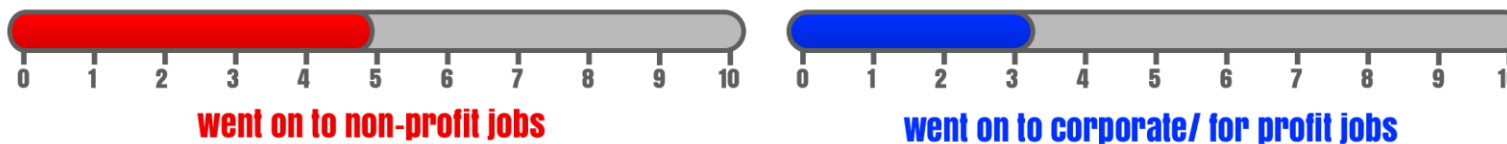
Students who pursued non-profit jobs after graduation have 25% higher social motivator scores than students who pursued for profit. The social motivator indicates a desire to impact society.

1	Self-Management
2	Teamwork
3	Diplomacy & Tact
4	Personal Accountability
5	Resiliency

Top 5 skills for success according to program benchmark

Big Vision: Become *the* AI platform for life-long learning

Constellation's AstroChart™ - Digital Learning Trends
The Future of Work

2020

Business Impact

Organizational Adoption		Incremental	Transformational	Exponential
	Bleeding Edge	○ Virtual Laboratories ○ Flipped Classroom Tools ○ Game-based Learning	○ Student Engagement Platforms ○ Digital Learning Benchmarks ○ Skills Graphs ○ AR/VR Learning ○ Microlearning	**Indigo** ○ 1:1 Personalized AI Instruction
	Early Adopters	○ Student Response Systems ○ Classroom Management Systems ○ Digital/Virtual Whiteboards	○ Learning Experience Platforms ○ Learning Analytics ○ Adaptive Learning ○ Mobile Learning ○ Social/Peer Learning ○ e-Portfolios	○ Experiential Learning Systems ○ MOOCs
	Mainstream	○ eBooks ○ eLearning Authoring Tools ○ Digital Gradebooks ○ Video Learning ○ Presentation Software	○ Online Video Services (YouTube, etc.) ○ Learning Management Systems	○ Online Learning Platforms

BETA 1 by Dion Hinchcliffe (@dhinchcliffe)